

IN THE CLAIMS:

1. (Currently Amended) A cooperating Internet system comprising:

establishment, by a group, of a unifying prefix wherein the unifying prefix is selected from the group consisting of a school name, a school name followed by a graduation year, an association name, a club name, a hobby and a sport;

a posted Internet website accessible via a first Internet domain name that begins with www. followed by a the unifying prefix followed by a first topic phrase, wherein the unifying prefix is included in at least a second Internet domain name that begins with www. followed by the unifying prefix followed by a second topic phrase,

wherein ~~the~~ posted content accessible via the first Internet domain name and via the second Internet domain name follow at least one unifying rule.

2-10. (Canceled)

11. (Currently Amended) A method of advertising services and/or products on the Internet, comprising:

(A) establishing a unifying prefix selected from the group consisting of a school name, a school name followed by a graduation year, an association name, a club name, a hobby and a sport;

(B) obtaining at least one domain name beginning with www. followed by the unifying prefix; and

(C) publicizing the unifying prefix.

12-15. (Canceled)

16. (Currently Amended) A unified system of organizing information posted on the Internet, comprising:

establishing and publicizing a directory, wherein the directory includes at least a first unifying prefix 1, a further unifying prefix 2 and $n-1$ further unifying prefixes, where n is any integer ≥ 1 greater than 2, wherein at least the unifying prefix 1 appears in at least one Internet domain name via which posted content is accessible in a form beginning www."unifying prefix 1"and the "unifying prefix 2" appears in at least one Internet domain name via which posted content is accessible in a form beginning www."unifying prefix 2".

17-20. (Canceled)

21. (New) The unified system of claim 16, wherein at least one unifying prefix is selected from the group consisting of a school name, a school name followed by a graduation year, an association name, a club name, a hobby and a sport.

22. (New) The system of claim 1, wherein the group establishing the prefix is a graduating class or an alumni association.